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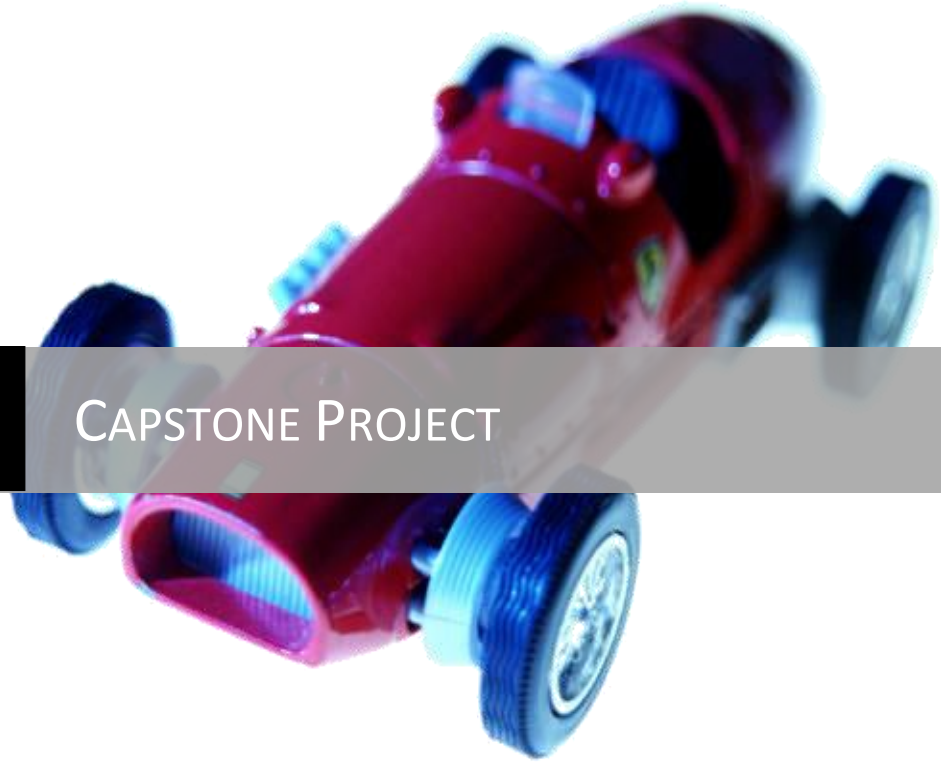

2020

CAPSTONE PROJECT

Regions to open Fun Zone/Casino in the city of Kuala Lumpur, Malaysia

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Introduction

With the growing demand of the people to spend some quality time by going in some chill-out zones to make fun, the casinos are the best place for them. For the investors, this is a big chance to open such places to gather more crowd. It is not as simple as it looks to open such places at any region/place as they need to take care for many feasibilities and the increasing competition day by day. Under such conditions, tt is quite complicated for them to make wise choice.

These properties let the investors to earn consistently and permanently for the longer duration and here arises our business problem.

Business Problem

The major concern for the investors to open Casino/Fun Zone in which locality/place in Kuala Lumpur, Malaysia to gather more and more national/international crowd as there are many foreigners in the city as well. This project will help the property investors in the selection of best locality/place to open Casinos or some Chill-out zones.

To help the investors in making the wise choice, we will use the machine learning algorithms and data science practices to suggest the investors the best locations to open Casino/Chill-out zones.

Target Audience

The target audience includes the investors and the property dealers those who can start their business or make passive income by investing wisely in such zones. The idea here is to suggest them the best places to minimize the competition and let them earn fair profits for which they are actively looking for.

Required Data

The data required for this project comprises of the below section:

- **List of neighbourhoods for the city of Kuala Lumpur, Malaysia**
- **Coordinates of the neighbourhoods**
- **Venue categories in the neighbourhood**

Sources

All the three sections of the data mentioned above will be fulfilled from the different methodologies.

The wikipedia link "https://en.wikipedia.org/wiki/Category:Suburbs_in_Kuala_Lumpur" consists of the 71 neighbourhoods for the city Kuala Lumpur, Malaysia. We can use various python libraries like BeautifulSoup to extract the data using web scraping and Pandas dataframe to put the resultant data into a ready to use format. Pandas dataframe would consist of a list of all the neighbourhoods for the city Kuala Lumpur, Malaysia.

For every neighbourhoods of Kuala Lumpur, we will need the latitude & longitude coordinates to fetch the venues further. We can use Geocoder library in the python to fetch the coordinates for all the 71 neighbourhoods extracted above.

After getting all the above required data, we can finally use the FourSquare APIs to get all the Venues and the Venues Category in the city of Kuala Lumpur, Malaysia. FourSquare APIs is a very easy and efficient way to get the venues data and is used widely to fetch such kind of information.

Once we get all this data, we can finally apply clustering on the neighbourhoods for the Venues Category that consists of "Casino" to find the locations where we can suggest to build new Casinos where there are no or less competition comparatively. In the next section of report we will discuss complete methodology to implement this project.